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May 23, 2019

VIA EMAIL: [REDACTED]

Katie J.M. Baker
BUZZFEED NEWS

Re: Potential BuzzFeed Article
Our File No. 1470-295

Dear Ms. Baker:

This letter responds to your email of earlier today demanding a response within two hours. Both your email and demand for a response within two hours concerning excerpts of a video featuring Mr. Robbins from 30-plus years ago only underscores the utter bad faith and malice of you and your co-writer, Jane Bradley, and *BuzzFeed*. Your conduct and your prior communications will be presented as evidence of your bias and hostility toward our client amounting to constitutional malice.

It is evident that after the *BuzzFeed* article authored by you regarding our clients was so thoroughly rejected and ignored by the public, that *BuzzFeed* has now resorted to scouring the internet for any historical content featuring Mr. Robbins that you can attempt to spin a negative fashion. In this instance, reporting on excerpts of a video of Mr. Robbins from 30-plus years ago without any authentication of its content or context, only underscores your predetermined agenda and bias.

Based on our initial evaluation of the video excerpts linked to your email message of earlier today, it appears that the excerpts are from a presentation Mr. Robbins made to an African-American audience in the 1980s. During the course of that presentation, he discussed racial biases and disparity. The excerpts included with your email show only a portion of the presentation and a parody and demonstration by Mr. Robbins how racial prejudice and disparity is sometimes perceived, manifests and responded to. By all accounts, the presentation was positive and was accepted in the context in which it was

conducted: a passionate discussion about racism and how to rise above it. Any other implication you might unilaterally attribute to the discussion is false and completely unsubstantiated. The purpose of telling the story (as is obvious from the video excerpt) was to demonstrate that sometimes jarring and unconventional approaches are what is needed to break through to the audience.

Moreover, any suggestion that Mr. Robbins is somehow racist or insensitive to the African-American community is absurd and false. Indeed, one of Mr. Robbins' event partners for 25-plus years is an African-American. See <https://www.blackenterprise.com/tony-robbins-unleash-the-power-within-my-experience/>.

Further, the following is a link to Mr. Robbins discussing the *Black Lives Matter* movement on the *OpieRadio* show. See <https://www.youtube.com/watch?v=Y1Tx687dLHU>. In summary, Mr. Robbins stated:

"In the African American community there have been police officers that have been wrongly accused, but there have been rightly accused and were wrong and that happens for so many decades. There is an anger there because under the anger there is hurt and fear. The call for black lives matter is not white people's lives don't matter, it's to say that these people are desperate for respect and to know that their families will be protected. Who here regardless of color doesn't want their kid to be safe from everyone, but especially the police, right? So we're at a tipping point in our society, and here's what I think is great about that. When you hit a threshold, then change becomes a must and until it's a must, most people won't do it because we stay with our status quo. But, when it's bad enough, people finally say we have to do something and I think we're entering that place right now in our society."

We have to bring the moms and the children, black and white, together and have those real conversations that lead to a different level of understanding."

He goes onto say:

"I don't like everything BLM does because it's made up of all kinds of people. It's not just one person, so you'll have people abusing it, but I understand why someone would stand in the street when they feel like their own children are not safe. I can see why they want to disrupt things, they want to disrupt society because they want to say pay attention to me because it's easy for a white person to, I don't think they're uncaring, I just don't think they have the experience to. Anyone of us being pulled over, we're pretty confident that we've

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done nothing wrong and nothing is going to happen. If you're an African American, it just isn't true unfortunately."

In addition, below is a summary and link to a podcast interview Mr. Robbins conducted on January 19, 2019 with Pastor Miles McPherson of the Rock Church in San Diego, California:

The Power of Unity | Tony and Pastor Miles McPherson discuss the third option to healing the racial divide

Jan 19, 2019

Police shootings. Border protests. White nationalist rallies. There's no denying that we live in a time of racial divide that only seems to be growing. And while it's easy to direct our focus to these great chasms that separate us, this is actually when it becomes even more imperative to start focusing on what unites us.

In this episode of the Tony Robbins Podcast, Tony is sitting down with Pastor Miles McPherson of the Rock Church in San Diego, who leads tens of thousands of diverse individuals in sermon every month. He's also a former NFL football player, motivational speaker, and he has recently authored *The Third Option: Hope for a Racially Divided Nation*. Pastor Miles brings a refreshingly different perspective to the discussion around race and race relations, asking the tough questions about how we ended up in this state of tension and turmoil, and what we can do on a psychological and practical level, so that we can initiate real change.

Where does racism come from? Are we all biased in some capacity? How do we expose racial divides, and most importantly, how do we move beyond them? These are just some of the questions that Tony and Pastor Miles have a tough, honest conversation about so that we can all find a way to be part of the solution. Because perhaps it's time for us to all take a step back, stop focusing on what separates us, and start focusing on what we have in common, so that we can all work together to build a more united world.

See <https://tonyrobbins.libsyn.com/the-power-of-unity-tony-and-pastor-miles-mcpherson-discuss-the-third-option-to-healing-the-racial-divide-0>.

Further demonstrating Mr. Robbins' positive participation in addressing racism and issues affecting the African-American community, see:

“Robbins and McClendon here provide the inspiration and tools to help African Americans overcome roadblocks and cultural conditioning that might keep them from enjoying the life of their dreams.”

<https://www.amazon.com/Unlimited-Power-Choice-Anthony-Robbins/dp/0684838729>.

In addition, below is a link to a public statement made by Mr. Robbins in recognizing and celebrating *Black History Month*:

THE STALWARTS OF TRUE PROGRESS

HONORING THOSE WHO HAVE CREATED EMPOWERING MEANINGS FROM UNCONSCIONABLE EVENTS

Posted by: Tony Robbins

Our human brains are always doing three things — the brain is a DISTORTION, DELETION, and GENERALIZATION device. I remind people of this fact all the time because it's such an important principle to keep in mind when we're talking about ANYTHING.

It's especially important to remember this when we talk about American history, which is often reduced to a handful of events. When I first studied United States history, I was embarrassed to learn that ours was a country that created a Declaration of Independence to ensure freedom for all, yet had withheld this liberty from a large sector of its citizens. Through omission and blatant exclusion, African Americans were regarded as less-than and denied the same rights as others because of their skin color.

I'VE NEVER EXPERIENCED THE STING OF RACISM, AND I DON'T PRETEND TO KNOW WHAT IT'S LIKE TO BE BLACK IN AMERICA.

My life's work has been devoted to understanding the forces that make people do what they do. Why do some individuals, when faced with unfairness, extreme social injustice and even abuse, rise above oppressive conditions and become souls of inspiration to all those who have the privilege to be impacted by courage in action? What impels certain people to pull empowering meanings from unconscionable events in order to influence and inspire the collective towards growth and true progress?

This country has been shaped by extraordinary historical heroes like Martin Luther King, Harriet Tubman, Frederick Douglass, and also by folks like my dear friends Quincy Jones, Oprah Winfrey and Barack Obama. In these and so many other black Americans, I recognize the conviction to create a destiny of fulfillment for themselves and their children despite the pain of the past.

Join me in honoring the courage and invaluable contributions as we celebrate Black History Month and call attention to all those driven forward by a force within them to live for something larger than themselves. Those who risked everything they had to create a better life not only for themselves, but for their communities, our country and the future.

MAY WE LEARN FROM OUR PAST AND CONNECT TO
ONENESS WITH EACH OTHER AS THE HUMAN RACE.

See <https://www.tonyrobbins.com/leadership-impact/stalwarts-true-progress/>.

Mr. Robbins has lived his entire adult life in the public eye. He has made tens of thousands of presentations, lectures and talks to millions of people throughout the world, excerpts from some of which may be misconstrued or presented as being insensitive. For *BuzzFeed* to take out of context excerpts from a video of a presentation made by Mr. Robbins over 30 years ago (when he was in his twenties) and now try to use it to smear his reputation and brand only underscores the predetermined bias and hostility of the *BuzzFeed* writers.

After *BuzzFeed* was thoroughly discredited in its initial reporting regarding Mr. Robbins, and accused by third parties of fraud, lying to persons interviewed, and unethical conduct, *BuzzFeed* has now resorted to scouring the internet to find anything it might try to construe in a negative and biased manner to harm Mr. Robbins' reputation. *BuzzFeed's* conduct is a textbook example of constitutional malice, all of which will be evidence in support of a legal action.

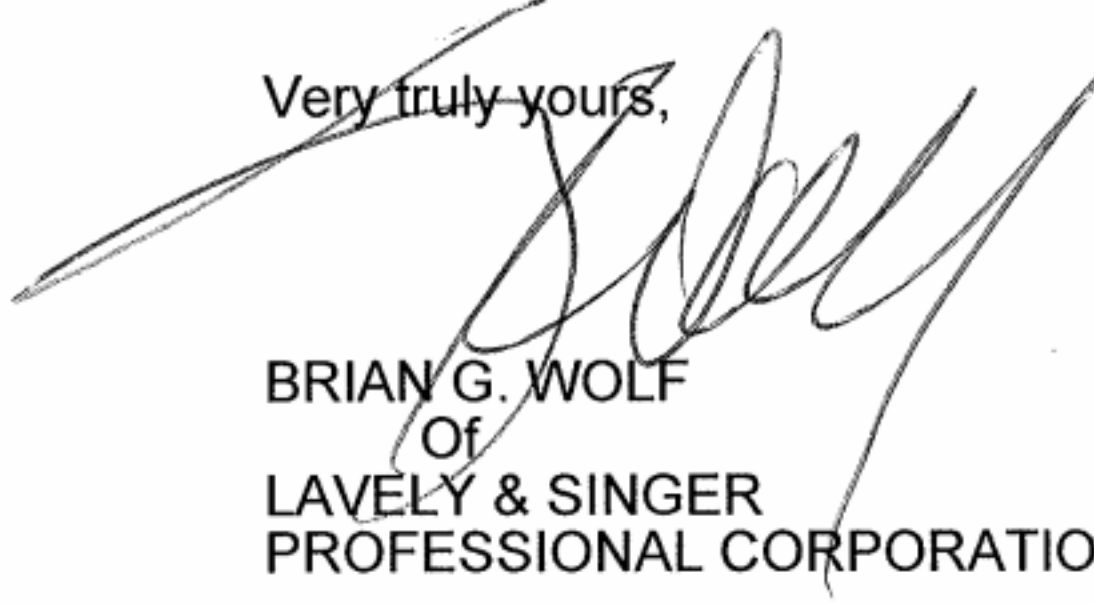
Demand is hereby again made that *BuzzFeed's* general counsel, editor-in-chief and CEO perform their fiduciary duties to *BuzzFeed's* investors to mitigate *BuzzFeed's* liability and bring an end to the unfounded malicious character assassination of Mr. Robbins' engaged in by its writers.

Notwithstanding the foregoing, should *BuzzFeed* proceed to publish an article referencing the video excerpts from your email of earlier today, demand is made that you publish in its entirety all of the responses above together with the video links and include a link to this letter so that the public can be informed of and evaluate *BuzzFeed's* malicious conduct.

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All rights, claims and remedies are reserved.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Brian G. Wolf', is written over the typed name and company information.

BRIAN G. WOLF
Of
LAVELY & SINGER
PROFESSIONAL CORPORATION

BGW/mj

cc:

